

Ogden Air Logistics Center



MARKET RESEARCH Date

**Briefer's Name
Office Symbol
DSN Phone #
email address**



Market Research

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**The Key to
Success**

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Why do Market Research?



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- **DoD 5000 Interim Guidance**
 - **Market research still supports the acquisition planning and decision process**
- **Federal Acquisition Regulation (FAR) Part 10**
 - **Market Research must be conducted:**
 - **Before developing a new requirements document**
 - **Before soliciting offers for acquisitions with an estimated value in excess of \$100,000**
- **Federal Acquisition Regulation (FAR) 12.101(a)**
 - **Determine if Commercial Items can be Utilized to Meet the Requirement**

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What is Market Research?



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Market Research:

- ♦ a continuous process
- ♦ for gathering data



- ♦ plus analysis of that data



To Make Better
Acquisition Decisions!

**PRODUCT
CHARACTERISTICS**

**SUPPLIERS'
CAPABILITIES**

**MARKET LEVERAGE
&
BUSINESS
PRACTICES**



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What Is Market Research?

Sum of Two Processes

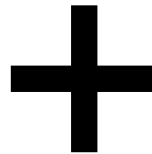


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SURVEILLANCE

A continuous process –
Should not be dependent
on a specific requirement

Provides a general sense of
products available in the
market and their
characteristics and
capabilities.



INVESTIGATION

A focused, in-depth
effort – based on a
specific requirement

Determine, with a high
degree of confidence,
whether any products or
services will satisfy the
need, or can be modified or
tailored accordingly.

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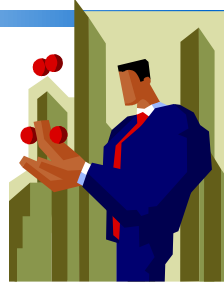
Who does Market Research?



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Cost/Price Analyst



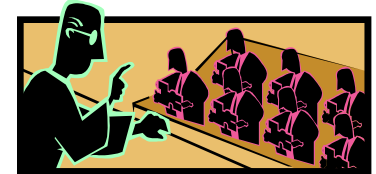
Logistics Specialist



Technical Specialist



Finance

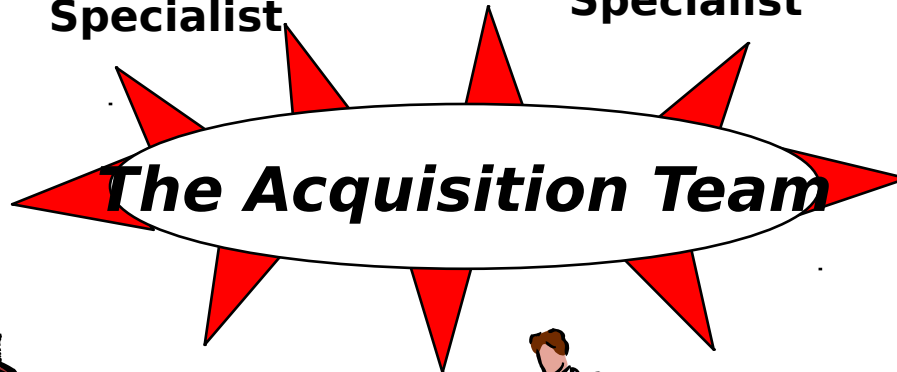


Legal Counsel

I



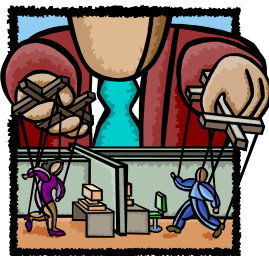
Contracting Officer



The Acquisition Team



**DCAA/
DCMA**



Program Manager



User

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Roles of the Players

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■ User

- Defines/Refines requirement in light of commercial marketplace solutions

■ Program Managers

- Lead team to conduct and document market research
- Assess requirements in light of commercial marketplace

■ Logisticians

- Provide input on acquisition and sustainment requirements
- Insight on sustainability/maintainability of commercial products

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Roles of the Players

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- **Engineers/Technical Experts**
 - **Assess requirements in light of commercial solutions**
 - **Experts in performance based descriptions**
 - **Maintain technical awareness of marketplace**
- **Contracting**
 - **Identify commercial terms, conditions, business practices**
 - **Ensure compliance with law and regulations**
 - **File documentation**
 - **Negotiates award**

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Roles of the Players

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- **Finance**
 - Identify funds availability
 - Provide funding guidance
- **Auditors and Field Experts (DCAA/DCMA)**
 - Provide insight into particular companies, technical processes, previous sales and financing to support, commerciality decision
 - Financial advisors provide LCC analysis, IPT support, SSEB support, leverage analysis, and market research

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Price Assessment

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- **Consider overall program**
 - **Life cycle cost**
 - Warranty
 - Sustainment
 - **What is marketplace pricing?**
- **Commercial pricing**
 - **Utilizes significantly less price data than traditional government unique**
 - **Price analysis of similar items**
 - **Criticality analysis**
 - Premium value?

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Market Leverage

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- **Do you have leverage?**
 - **What is your position in the marketplace?**
- **Use Market Research to determine clout in market**
- **Consider size of market, degree of competition, quantity and prices**
 - **Note that market is not just one part but similar parts**
 - **Consult with Defense contract Audit agency, Business advisors, Defense contract Management Agency, and COEs**
- **Document results**

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Techniques

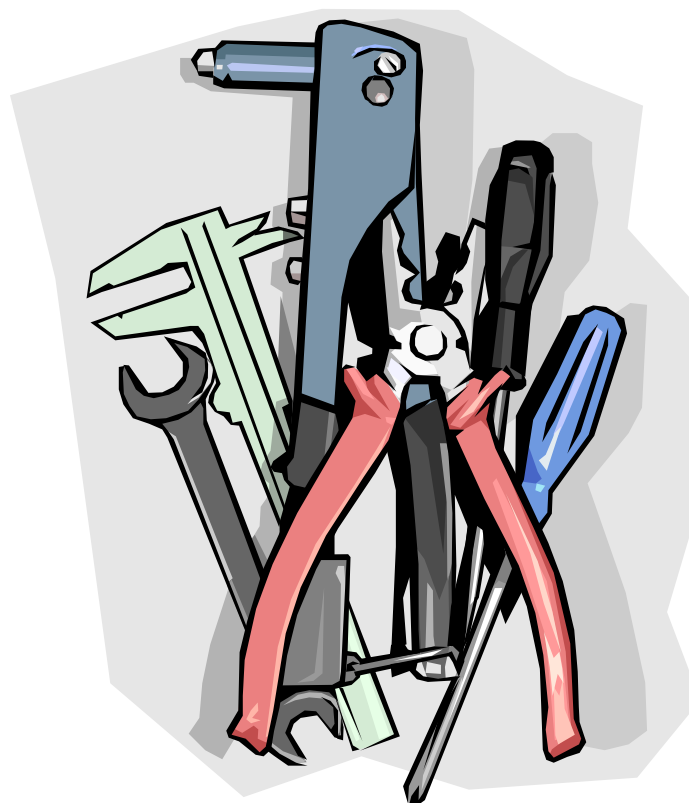
- **Contact experts regarding market capabilities**
- **Review recently completed market research**
- **Publish formal request for information**
- **Query government data bases**
- **Obtain source lists - Other offices, Trade Assoc., Small Business**
- **Review catalogs and product literature**
- **Hold pre-solicitation conference, industry days**
- **Go to trade shows**



Tools/Resources

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- **MR PoST**
- **ACE Website**
- **ConConnect**



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MR PoST

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- **Market Research Performance Support Tool (MR PoST)**
 - **Focuses on using the internet to conduct Market Research**
 - **Focuses on entire market research process**
 - Roadmap for conducting market research
 - Step-by-step instructions
 - Printable market research report
 - **Captures market research reports in searchable database**
 - **Air Force-wide access**
 - **Linked to various web-sites:**
 - CAST, AFKM, COEs, HQ AFMC/PKP
 - <https://afkm.wpafb.af.mil/ASPs/Market.mrpost/mrpostclassic.htm>

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ACE Website

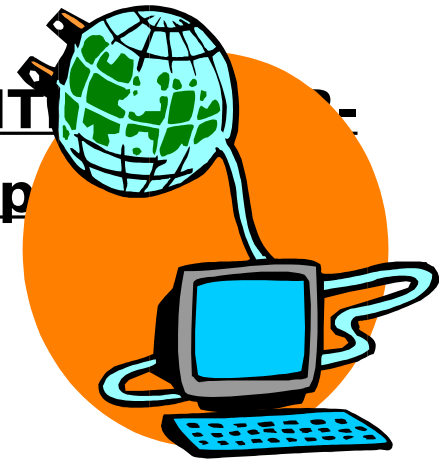


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- **Website Developed based on Input from Multifunctional Team at OO-ALC**

- **Outlines Process for Conducting Market Research**
- **Provides Links to Tools, Resources, Training, Etc.**

- **<http://contracting.hill.af.mil/HTM/Contracting/Website/Web-Page-LayoutA.ppt>**



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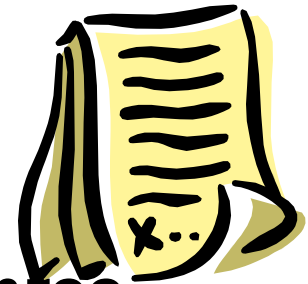


ConConnect



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- Database of AFMC ordering contracts that allow ordering by others
- Decision Tree features
 - Helps Provide the Right Contracting Vehicle
- Allows you to find Air Force contracts in three ways:
 - Type of Service or Commodity
 - Federal Supply Class and Service Code (FSC/SVC)
 - DoD Activity Numbers (DoDANs)
 - <https://www.conconnect.wpafb.af.mil/welcome/welcome.asp>



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